

In our study we focus on the possibilities of different reception of popular media content among different types of audiences. The term audience is very unstable within the media discourse. In the second chapter, we tried to summarize the possible approaches in audience analysis, audience construction and the discursive changes while operating with the term audience.

We added a basic theoretical framework on qualitative research and the possible distinctions of quantitative methods in the second chapter. Possible ways of conducting a qualitative study were also discussed here and embedded within the questions of validity and reliability of quantitative study.

We decided to conduct a qualitative study based on the concept of grounded theory (introduced by Strauss and Glaser). In the fourth chapter we tried to introduce a specific category of audience called the “qualified viewer”. We have defined this category as university graduates with knowledge of production background of the media institutions and a hypothetical power to accelerate the success of the TV content by intertextualizing it. Using the snowball technique we create a sample of such qualified viewers and conduct in-depth interviews and questionnaire research among them.

In the process of three types of coding (using techniques presented by Strauss and Corbin) we define five categories, called strategies, in which the reception, interaction, programme decisions, relation to other viewers and evaluation of TV programmes are performed among the qualified viewers. These categories were described in chapters 5.1. – 5.5.

In chapter 6, we have eventually summarised the categories discussed in the previous chapters and present an attempt at a central category showing how relations to other viewers, to the medium and the possible effects of consuming TV content relate to the practice of the qualified viewers.